SUBHASISH ADHIKARY

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PROFESSIONAL SUMMARY

Results-driven Growth Marketing Professional with 6+ years of experience in digital marketing, user acquisition, and conversion optimization. Demonstrated success in implementing data-driven marketing strategies resulting in increased traffic, revenue, and customer engagement. Proficient in marketing automation, SEO, A/B testing, and analytics. Skilled at leading cross-functional teams and executing comprehensive marketing campaigns that drive measurable business growth.

CORE COMPETENCIES

- Growth Marketing & Strategy
- User Acquisition & Conversion Rate Optimization (CRO)
- A/B Testing & Data Analytics
- SEO & Content Marketing
- Account-Based Marketing (ABM)
- Marketing Automation & CRM Management
- Email Marketing & Campaign Management
- Cross-Functional Leadership

WORK EXPERIENCE

Wisestep [Avance Consulting], Hyderabad, Telangana

Growth Marketing Associate | February 2024 - Present

- Developed and executed comprehensive growth marketing strategies resulting in 15% increase in user acquisition and 5% improvement in conversion rates
- Optimized customer journey mapping and user acquisition funnels through marketing automation workflows in Freshsales CRM via Zapier and Make.com

- Implemented data-driven personalization for cold email marketing campaigns targeting Ideal Customer Profiles (ICP), increasing open rates by 15% and response rates by 5%
- Executed Account-Based Marketing (ABM) strategies using B2B visitor intelligence platforms like Factors.ai and Twilio Segment, driving targeted engagement
- Conducted A/B testing experiments to optimize landing pages and email campaigns, resulting in 12% improvement in conversion metrics
- Developed comprehensive marketing analytics dashboards using Excel and CRM to track KPIs and campaign performance

Sportskeeda, Bangalore, Karnataka

Affiliate Marketing Manager | December 2022 - February 2024

- Drove 21% increase in traffic and revenue through data-driven marketing campaigns based on customer research and analysis
- Designed and implemented growth strategies that increased affiliate onboarding and retention by 30%
- Executed comprehensive user acquisition strategies through affiliate partnerships to expand customer base
- Optimized conversion funnels by implementing tracking, monitoring, and performance analysis systems
- Collaborated with cross-functional teams to align organic and paid marketing campaigns, increasing overall effectiveness by 10%
- Managed large-scale email marketing campaigns using Zoho CRM, optimizing customer engagement through targeted segmentation and personalization

Xmartech Solutions, Kolkata, West Bengal

Digital Marketing Coordinator | July 2019 - November 2022

- Increased organic search rankings from page 3 to Top 5 for 10+ high-competition keywords, growing organic traffic by 21%
- Led a 5-member cross-functional team to successfully launch an e-commerce platform, coordinating across marketing, product, tech, and finance departments
- Implemented A/B and multivariate testing methodologies to optimize conversion rates and marketing performance

- Managed paid acquisition campaigns on Facebook, achieving an average of 50 users per ad and 2,500+ unique visitors
- Enhanced marketing efficiency by implementing automated workflows using Zapier, Buffer, Hootsuite, and Make.com
- Conducted in-depth analysis of campaign metrics to identify growth opportunities and optimize marketing ROI

Velarudh Infotech, Kolkata, West Bengal

SEO Content Writer | May 2017 - November 2017

- Developed and executed SEO strategies that increased organic traffic by 30%
- Improved underperforming content performance by 34% through implementation of data-driven SEO techniques
- Created and managed content marketing calendar aligned with business growth objectives
- Launched targeted SEO campaigns for high-volume and long-tail keywords, generating 5,000 visitors and 30+ qualified leads in 5 months

PROJECT EXPERIENCE

NextBuye, Kolkata, West Bengal

E-Commerce Growth Specialist | 2019 - 2022

- Built and scaled a D2C e-commerce store specializing in handmade jewelry & accessories
- Optimized e-commerce product pages and content marketing strategy to achieve #1 rankings for multiple target keywords
- Generated 22,000+ INR in monthly revenue through comprehensive growth marketing tactics
- Managed digital advertising campaigns on Amazon and Flipkart for 100+ products, achieving 18% ROI
- Implemented data-driven pricing strategies to optimize conversion rates and customer satisfaction

Geeky Gadgets, Kolkata, West Bengal

Growth Marketing Blog | January 2017 - June 2022

- Grew blog traffic to 30,000 unique monthly visitors through strategic content creation and SEO optimization
- Built and managed a newsletter subscriber base of 1,000+ readers, achieving 25% open rates and 15% CTR

EDUCATION

Manipal University Jaipur, Rajasthan

MBA, Marketing | December 2023

West Bengal State University (WBSU), Kolkata

BSc, Microbiology | August 2017

TECHNICAL SKILLS

- **Marketing Tools**: HubSpot CRM, Freshsales, Zoho CRM, Google Analytics, Google Ads
- **Automation Platforms**: Zapier, Make.com, Buffer, Hootsuite
- **Analytics & Data**: SQL, Excel, Twilio Segment, Factors.ai
- **Marketing Channels**: SEO, SEM, Content Marketing, Email Marketing, Social Media Marketing

CERTIFICATIONS

- HubSpot Marketing Software Certification
- Google Digital Marketing and E-commerce Certificate
- SQL Certification
- HubSpot Digital Marketing Certified
- Microsoft Excel Certification
- Marketing Analytics Foundation by META
- Google Analytics Certification

- SEO Certification by University of California
- Google Project Management: Professional Certificate

LANGUAGES

English, Hindi, Bengali